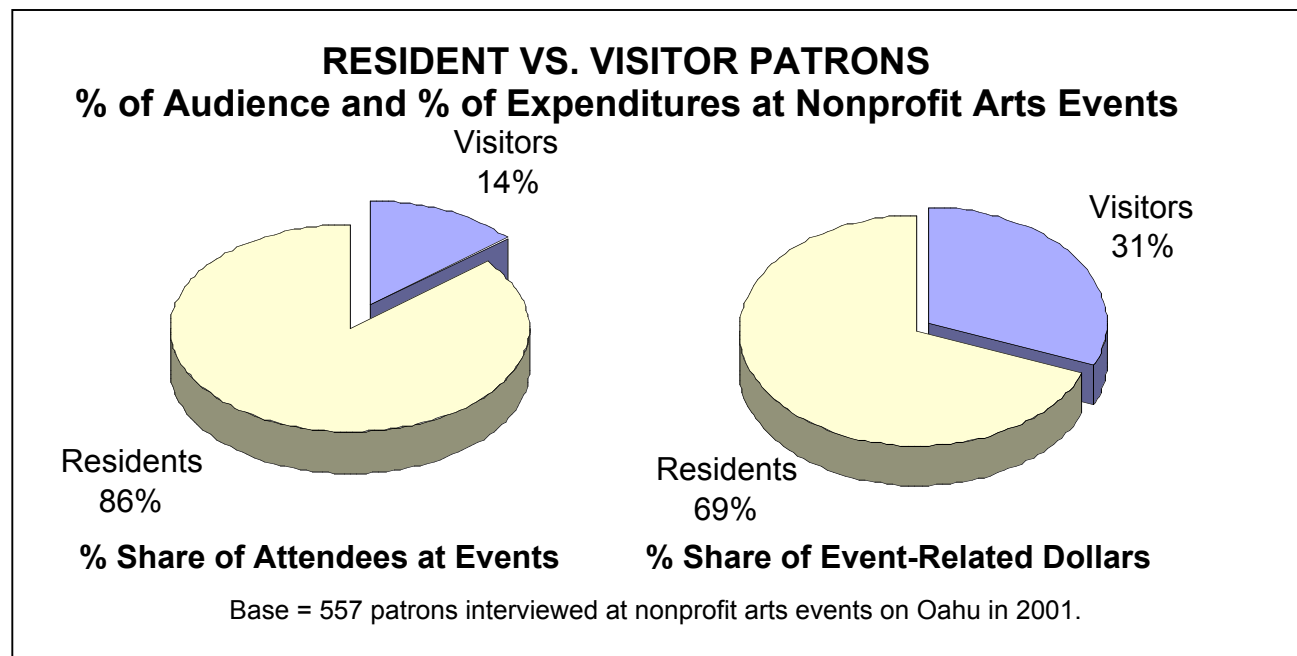


ARTS & ECONOMIC PROSPERITY

Audience Attendance at Nonprofit Arts Events In the City & County of Honolulu, 2001

Audience Attendance: Residents vs. Visitors

Data from the 2000-2001 *Arts & Economic Prosperity* study suggests that great potential exists for attracting more visitors to Honolulu's nonprofit arts events, thereby boosting revenues generated from these activities. Of the 4.6 million audience members attending Honolulu nonprofit arts events in 2001, only 14% were visitors to Hawaii.¹



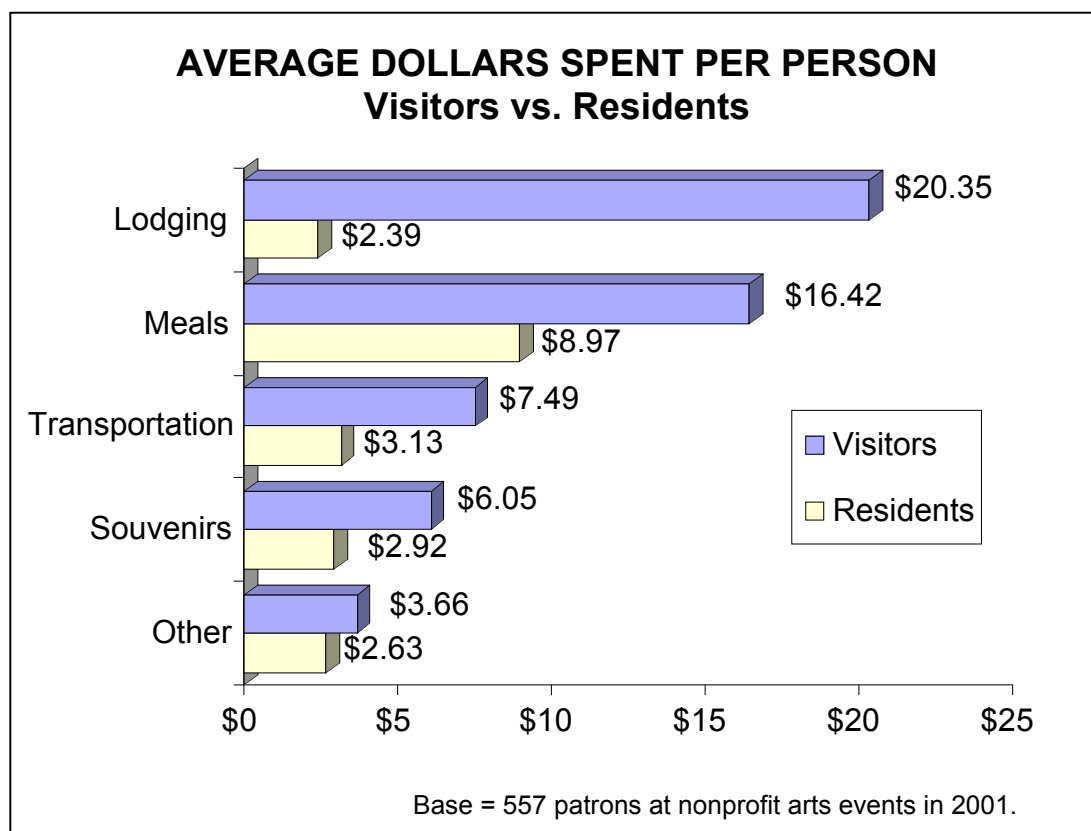
Encouraging more cultural tourism on Oahu makes good economic sense. Visitors to Hawaii, while representing only 14% of arts audiences (based on a sampling of nonprofit arts events in 2001), account for 31% of event-related revenues. This is because the average visitor spends far more than does the average resident on event-related meals, transportation, gift and souvenirs, and overnight lodging. In total, visitors attending Oahu's nonprofit arts events in 2001 pumped an additional \$33.8 million into the local economy over and above revenues generated by resident patrons.

In short, the visitor market provides just one in seven patrons, but accounts for nearly one in three dollars spent on event-related services (above the cost of admission).

¹ The 14% is based on data collected at a sampling of nonprofit arts events in 2001 and not from a census of all such events. The proportion of visitors to residents may vary depending on the nature and location of the event.

Spending at Nonprofit Arts Events: Visitors vs. Residents

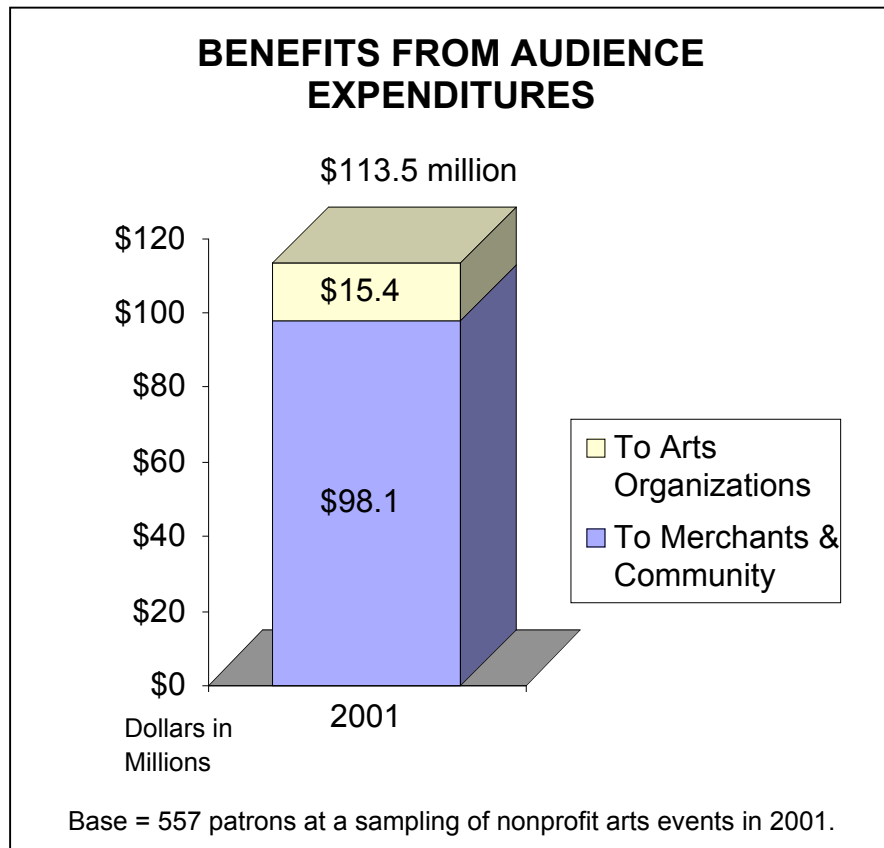
On a per-person basis, visitors spent over twice as much as did Hawaii residents (\$53.97 to \$20.04 per person), on average, for combined event-related expenses in 2001. Visitors' average spending far exceeded residents' spending for *meals and refreshments* (\$16.49 vs. \$8.97), *ground transportation* (\$7.49 vs. \$3.13), and *gifts and souvenirs* (\$6.05 vs. \$2.92), on average. In the category of *overnight lodging*, visitors outspent residents by more than an 8-to-1 margin (\$20.35 vs. \$2.39), not surprisingly.²



² "Overnight lodging" is defined as the total dollars spent for hotel, motel, bed & breakfast lodging for the purpose of attending nonprofit arts events. The survey instrument specifically requested that respondents provide the cost of one night only.

The Impact of Audience Spending On Arts Organizations & the Community

Of the \$113.5 million spent by arts audiences, \$15.4 million or 13.5% accrued directly to arts organizations in the form of gift and souvenir purchases. The lion's share of the revenues -- \$98.1 million -- benefited local governments and the greater community via sales made by Oahu merchants for lodging, dining, transportation and other services to arts audiences.



Attracting Visitors Means Attracting Business

Efforts to attract more visitors to Honolulu's nonprofit arts, then, represent an economically sound investment, since visitor patrons provide a much greater return in direct spending and per person economic activity than do residents attending these events.

"Hawai'i certainly offers the visitor to the Islands an exciting experience beyond the beauty of surf and sand. Our arts and cultural venues will play a crucial role in attracting repeat visitors."

Susan Killeen,
Executive Director
Hawai'i Consortium for the Arts

"If visitors are an untapped market, we might ask: how do we reach out to this market? What are the barriers to attendance at events by non-residents? Are non-residents simply unaware of the richness of cultural offerings available in this state? What must be done to encourage visitors to attend events and visit our cultural institutions in larger numbers?"

Karen Masaki,
Program Manager – Culture & Arts
Hawai'i Community Foundation

About This Study

The *Arts & Economic Prosperity* study was a nationwide study conducted by Americans for the Arts to document the economic impact of the nonprofit arts industry in 91 U.S. communities during 2000-2001. In Honolulu, the study was a partnership between Hawai'i Community Foundation and Hawai'i Consortium for the Arts with funding support from the State Foundation on Culture and the Arts. Ward Research, a professional market research firm in Honolulu, assisted in the data collection.

Objective. The objective of the study was to document the experience of a cross-section of American communities (Honolulu being one) and to demonstrate what is gained economically from investing in the arts.

Data Collection. Data on audience expenditures was based on the responses of 557 audience members at a sampling of non-profit arts events in 2001. The survey used an audience-intercept method in which interviewers ask patrons to complete written surveys about their event-related spending while attending the event.